

# The BULLETIN

of the  
FEDERAL TELEPHONE & TELEGRAPH COMPANY

No. 64

Jan. 18, 1913

## Making Windows Produce Business

Special Display That Created Much Comment In East Aurora

*An Interview With  
G. C. King  
Manager East Aurora Exchange*

"My first window display was last November and was successful from the start," said Manager King while in the commercial office one day last week. "It created so much comment that I



realized it was up to me to keep the game going and the East Aurora citizens have just naturally fallen into the habit of looking

(Continued On Page 3)

## Commercial Office Beneficial Change

General Public Coming in Closer Relations with Federal Company

*An Interview With  
G. Barrett Rich, Jr.,  
Manager Commercial Department*

That the opening of the new commercial office of the Federal Telephone & Telegraph Company at Church and Pearl streets on Sept. 17, 1912, was a strategic move has been proved by the fact that the public is using it more and more every month since its occupation.

"This office has made it much easier for our Buffalo subscribers to meet officials of the company," states Mr. Rich, manager of the commercial department. "It has been particularly noticed in the collection department where the percentage of monthly collections has been steadily increasing since moving into the new office.

"Furthermore the usefulness of this office is going to increase steadily, the Federal company being among the first of the public service corporations to locate on what appears destined to become 'Public Service Row'—Church street from Pearl street to Delaware avenue. The City and Coun-

(Continued On Page 4)

***The BULLETIN***

PUBLISHED in the interests  
of those who work for the  
advancement of Independent  
Telephone Service in Western  
New York.

ADDRESS communications  
to The Bulletin, 332 Elli-  
cott Street, Buffalo, N. Y.

L. H. HARVEY, *Editor*

*The Bulletin needs contributions  
—particularly from exchange man-  
agers. One item a week from  
everyone will improve The Bulletin  
immensely.*

**PULLING TOGETHER**

Some might call it "co-opera-  
tion."

Call it what you please.

The fact remains this company  
needs from its employees every  
day a strong feeling of "working  
together."

Good resolutions have been in  
order during the past few weeks  
but the simple resolution to work  
in harmony with other Federal  
Telephone workers will keep us  
busy, increase our friendships,  
our value to the company, and  
our self-respect.

**Date for Minstrels**

At a meeting of the entertain-  
ment committee of the Federal  
Telephone Association held last  
Monday evening it was decided  
that the minstrel entertainment  
will take place next Saturday  
evening, Jan. 25. The entertain-  
ment will be held in the Conley  
Conservatory, 646 Main street.

**SLUSHY WORK****Second Storm Wrought Havoc  
With Wires and Poles Along  
Niagara Frontier**

Beginning Tuesday afternoon  
of last week more sleet and snow  
fell along the Niagara Frontier  
disabling many lines in Buffalo,  
Niagara Falls, Tonawanda, East  
Aurora, Gowanda and Jame-  
stown. Repairing the damage  
proved to be very difficult work,  
much of it having to be performed  
in slush and sometimes icy water  
that was as high as the knees of  
the workmen.

"The linemen and troublemen  
are to be commended on the man-  
ner in which they went after this  
trouble last week and labored  
against such unfavorable weather  
conditions" states Superintendent  
Dixon.

Wires went down in Buffalo by  
scores, and hundreds of telephones  
were out of order. At East Auro-  
ra 39 poles went down. Broken  
wires caused most of the trouble  
in Gowanda and Jamestown. Sev-  
eral cross arms were down on the  
Buffalo-Hamburg lead.

Considerable assistance, which  
was very much appreciated, was  
rendered the Federal company by  
the Rochester Telephone Company  
and the Rochester Street Railway  
in helping clear the trouble on all  
Long Distance circuits entering  
Rochester.

**Mr. Munger Bereaved**

J. S. Munger, manager at Sal-  
amanca, was called to Cowlesville  
last week on account of the death  
of his mother. The Bulletin ex-  
tends its sympathies to Mr. Mun-  
ger.

**Mr. Rich Honored**

G. Barrett Rich, Jr., manager of  
the commercial department, has  
been elected vice-president of the  
Chamber of Commerce.

## Making Windows Produce Business

(Continued From Page 1)

into my windows while down street on an afternoon or evening.

"I don't know how successfully the plan could be worked in a city like Buffalo or Rochester but in the country exchanges, where the office fronts on one of the main streets, I believe window displays will repay the time and effort spent in their arrangement. If the exchange is not on the first floor almost any merchant will be glad to loan the use of his store front from time to time for such a display. Possibly the telephone may not appear to have many features that would make good window displays. Yet the public knows little or nothing of the mechanical side of the instruments and I have found can be made interested in such things if they are presented attractively.

"Supposing I tell you the general scheme of four of the windows that has been arranged at my exchange thus far. That will give you the best idea of our methods.

"Tan and brown was the color scheme of the first window. Two transfer signs mounted on tan beaver board formed the background. On the floor of the window near the glass was a display of instruments. One was a wall set, open to show the inside arrangement. There was a complete desk set surrounded by a circle of all of the parts such a set contained. A magnetto also was shown. A large blue print was put in the background showing every Federal line out of East Aurora, telling the name of the connecting points and the distance.

"Some idea of the work of

linemen was given in the second window. Miniature poles were constructed out of curtain rods with buttons for insulators. At one side of the window there was a reel of wire with a doll baby dressed as a lineman watching the wire uncoil. Another doll baby was perched on one of the poles in the middle of the window while a third, dressed as the foreman, was standing near a small house to which the connection was being made and "bossing" his job. A small iron horse was drawing the wire.

"For the third window a large map was prepared with the name of every East Aurora business man having Federal service. A tack was placed at each name and wires were strung to a desk set in the center of the window and a doll baby was answering the telephone. In front of the display was a card saying 'The Business Men of East Aurora Will Appreciate Your Orders.' To the right was a big card showing how much sugar, butter and other staple articles could be purchased for  $3\frac{1}{3}$  cents a day, which is the cost of a Federal telephone in our exchange.

"The Christmas window was made up of a background of pine and holley around two transfer signs and two desk sets were placed on the floor and surrounded by pine and holley.

"The result has been that every person in East Aurora knows where our office is and what we are doing," replied Mr. King. "It has made East Aurora citizens aware that the Federal company is a live organization, working for their benefit, and deserving their patronage."

There is no expense attached to such a display. Ingenuity, imagination and some time will accomplish it.

## GUARDING PROPERTY.

**Inspector W. C. Watson Kept Busy by Steady Growth of City.**

The Bulletin is in receipt of a very interesting communication from Inspector W. C. Watson. While everyone is glad to see Buffalo grow and appreciates the importance of the present building boom, it means that the Federal company's construction property has to be carefully watched.

When a new building is being erected, a sewer is being laid, streets are being paved, houses moved or curbing placed it is very easy for the Federal lines to receive serious damage. For that reason Inspector Watson watches such work and endeavors to have the builders or movers take proper precautions to protect the company's property.

"I am supposed to be civil to all people but I don't always get the same in return," writes the inspector, who also states that his work often requires the help of brother employees and that he appreciates their assistance.

## Annual Audit

Ernst & Ernst, certified public accountants of New York City, began the annual audit of the Federal company on Monday, Jan. 13.

## Appointed Chairman

L. D. Brainard, manager of the Dunkirk Home Telephone Company has been appointed chairman of a committee of the Dunkirk board of trade to confer with the common council of that city on the advisability of a commission form of government for Dunkirk.

## REAL BOOSTING

**Manager Baird, After 15 Years' Experience, Makes Big Prophecies**

Manager F. L. Baird at Warsaw writes encouragingly of the growth of his exchange. "We are installing an average of 15 telephones a month," states Mr. Baird. "I have at the present time 62 contracts on my desk for installation and 38 prospects." Mr. Baird is certain he will "land" all of the prospects.

"I have never seen the prospects so bright for the Federal Telephone & Telegraph Company or for the Independents" continues Manager Baird. Mr. Baird has had more than 15 years' experience with the Independents and his optimistic opinion has additional weight when compared with such service.

## Commercial Office Beneficial Change

(Continued From Page 1)

ty Hall, the Municipal Building, and the office of the Postal Telegraph Company already face or are adjacent to this street and the offices of the Western Union Telegraph Company, the Iroquois Natural Gas Company, and the New York Telephone Company will front on this street within a few months.

"It will be of immense benefit to the Buffalo public to pay so many of its public service bills and make arrangements for such service in neighboring offices. Of course it will work to the benefit of all these companies. It will be particularly beneficial for this company, however, as its office is one of the first to be reached by those coming down-town."